

## ABSTRACT

5 A print image of a character string to be printed on a print tape 10, rotated counterclockwise from the lengthwise direction of the print tape 10 by 90 degrees to be arranged in the width direction of the print tape 10, is generated (S450). The print image is repetitively arranged sequentially in the lengthwise direction of the print tape 10 (S470) and thereby label printing is executed (S480). Subsequently (S500), a normal print image of the character string arranged in the lengthwise direction of the print tape 10 is generated (S430) and label printing of the normal print image is executed (S480).